

P.E.A.K. APPALACHIAN PROJECT

(Providing Education and Aid to Kids)

While researching issues in the Appalachian regions, your group will create a **Public Service Announcement** to bring awareness to an important problem. You will use the Design Cycle to guide you through this process. The best public service announcement will be determined by a classroom and school-wide vote. After the winner is chosen, students will organize a collection of items for the identified issue.

Design Cycle

Investigate

- Watch *A Hidden America: Children of the Mountains*
- Teleconference with Vicki Stephenson from Henderson Settlement
- Library session with Mr. Mewborn about databases and research

Design

- Digital Research Mini-lesson
- Identify current issues of the Appalachian area
- Determine the needs of the area
- Specify a focus for your project
- Find an organization that supports your focus

Plan

- Decide on the most effective way to bring awareness to your issue
- Choose one of the following:
 - Poster
 - Brochure
 - Newsletter
 - Audio recording
 - Commercial
 - Website
- Designate responsibilities within your group
- Justify your choice of medium
- Persuasive Techniques Mini-lesson

Create

- Produce your Public Service Announcement with the following information:
 - An issue in the Appalachian area
 - 4 facts about the issue
 - An organization that supports the issue
 - Persuasive techniques
 - Citation page (includes 3 sources that confirm all facts)

Evaluate

- Self-assessment of your project using the rubric
- Revisit previous steps as needed

Reflection

- Examine your experience by completing a reflection about the process